

## SPEAKER BIOS

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**Mallory Duncan** has served as senior vice president and general counsel for the National Retail Federation for more than fifteen years. He is responsible for coordinating strategic legislative and regulatory initiatives involving customer data privacy, financial services and consumer protection.

**James Riesenbach** has built and led wide-ranging digital media, marketing, and analytics businesses for over 25 years. He has been CEO at iInside since January 2013, after previously serving as strategic advisor to the firm.

**Seth Schoen** is a senior staff technologist at the Electronic Frontier Foundation, where he has worked since 2001 promoting understanding of the implications of technology for individual rights.

**Ashkan Soltani** is an independent researcher and consultant focused on privacy, security, and behavioral economics. He has previously served as staff technologist in the Division of Privacy and Identity Protection at the Federal Trade Commission and also worked as the primary technical consultant on the Wall Street Journal's "What They Know" investigative series.

**Glenn Tinley** founded Mexia with the focused vision to help companies understand how the changing dynamics of an increasingly online world impact consumer behaviors at brick and mortar locations and how consumer experiences can be improved by understanding these behaviors.

**Ilana Westerman** is the CEO and co-founder of Create with Context, Inc., a digital innovation firm focused on strategic research and design. Ms. Westerman is responsible for corporate development, as well as hands-on client work, including research, innovation, and design.

